

Notice of Allowability

Application No.

10/828,640

Examiner

HUNG Q. PHAM

Applicant(s)

RUSSELL, LARRY L.

Art Unit

2168

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 08/15/06.
2. ☒ The allowed claim(s) is/are 1-9.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
 5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☒ Interview Summary (PTO-413),
Paper No./Mail Date 10/27/06.
7. ☒ Examiner's Amendment/Comment
8. ☐ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____


TIM VO
SUPERVISORY PATENT EXAMINER

TECHNOLOGY CENTER 2100

DETAILED ACTION

The current application is a divisional of USP 6,823,332. The double patenting rejection has been withdrawn.

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with applicant's representative, Karry W. Wang on 10/25/06.

In the Claims filed on 08/15/2006, please

REPLACE claims 1-9 with the version amended by examiner as below:

Claim 1. *A method of providing directed search for a web site address advertised on an outdoor billboard, the method comprising:*

creating a database containing web site identifiers input by an advertiser associated with the advertisement of the web site address on the outdoor billboard;

inputting at least two of the web site identifiers by a user to search the database; and providing to the user a search response including one or more advertised web site addresses that correspond to the input at least two of the web site identifiers,

wherein the input at least two web site identifiers include at least two members of the group consisting of:

an estimated location where the user saw the advertisement of the web site address on the outdoor billboard;

a time of day or date or dates when the user saw the advertisement of the web site address on the outdoor billboard; and

a product or service associated with the web site address advertised on the outdoor billboard.

Claim 2. *The method of claim 1, wherein the search response further includes information related to one or more web sites associated with the one or more advertised web site addresses.*

Claim 3. *The method of claim 1, wherein the group further consists of:*

a subject matter of interest associated with the web site address advertised on the outdoor billboard; and

the name of a host, celebrity or personality associated with the advertisement of the web site address on the outdoor billboard.

Claim 4. *The method of claim 1, wherein the estimated location where the user saw the advertisement of the web site address on the outdoor billboard is defined by one or more members of the group consisting of:*

the name of a highway;

the name of a highway exit;

the name of a street;

the name of a building; and

the name of a place of interest.

Claim 5. *The method of claim 1, wherein the database is password protected.*

Claim 6. *A method for creating and searching a database of web site addresses advertised on an outdoor billboard, comprising:*

providing each of a plurality of information providers access to a secured portion of the database;

providing each information provider one or more identifier categories;

allowing each information provider to store in the secured portion of the database one or more web site identifiers associated with a web site address advertised on the outdoor billboard, each web site identifier corresponding to an identifier category; and

creating a search query with the one or more identifier categories,

wherein a user searches the database by inputting at least two web site identifiers in the created search query, and

providing a search result to the user including at least one web site associated with the input at least two web site identifiers,

wherein the input at least two web site identifiers include at least two members of the group consisting of:

an estimated location where the user saw the advertisement of the web site address on the outdoor billboard;

a time of day or date or dates when the user saw the advertisement of the web site address on the outdoor billboard; and

a product or service associated with the web site address advertised on the outdoor billboard.

Claim 7. *The method of claim 6, wherein the secured portion of the database is protected by password.*

Claim 8. *The method of claim 6, further comprising allowing each information provider to store in the secured portion of the database non-identifier information relating to the web site.*

Claim 9. *The method of claim 6, wherein the group further consists of:*

a subject matter of interest associated with the web site address advertised on the billboard; and

the name of a host, celebrity or personality associated with the advertisement of the web site address on the outdoor billboard.

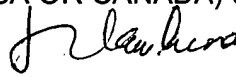
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Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to HUNG Q. PHAM whose telephone number is 571-272-4040. The examiner can normally be reached on Monday-Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, TIM T. VO can be reached on 571-272-3642. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



HUNG Q PHAM
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Art Unit 2168

October 28, 2006



TIM VO
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